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How 21 Major Industries Increased Sales and Cut Selling Expenses during the Depression using the Expando Salesmobile



EXPANDO COMPANY

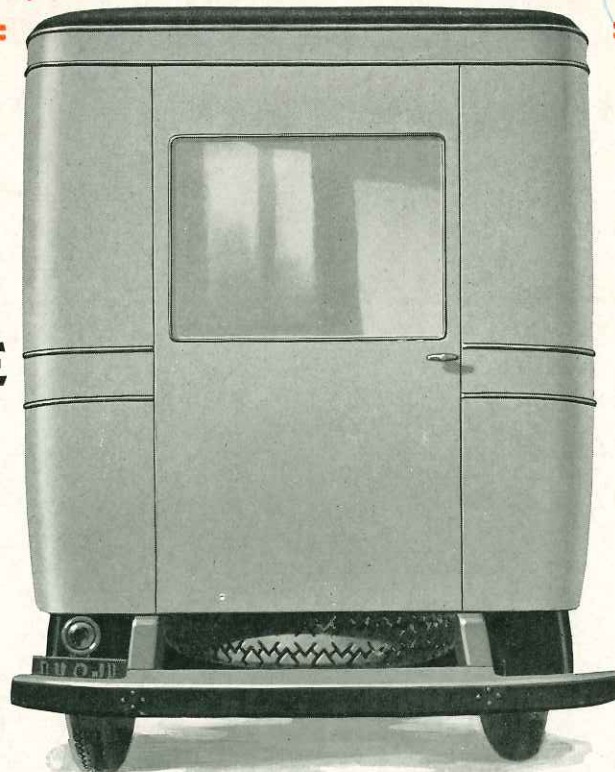
105 WEST ADAMS STREET
CHICAGO

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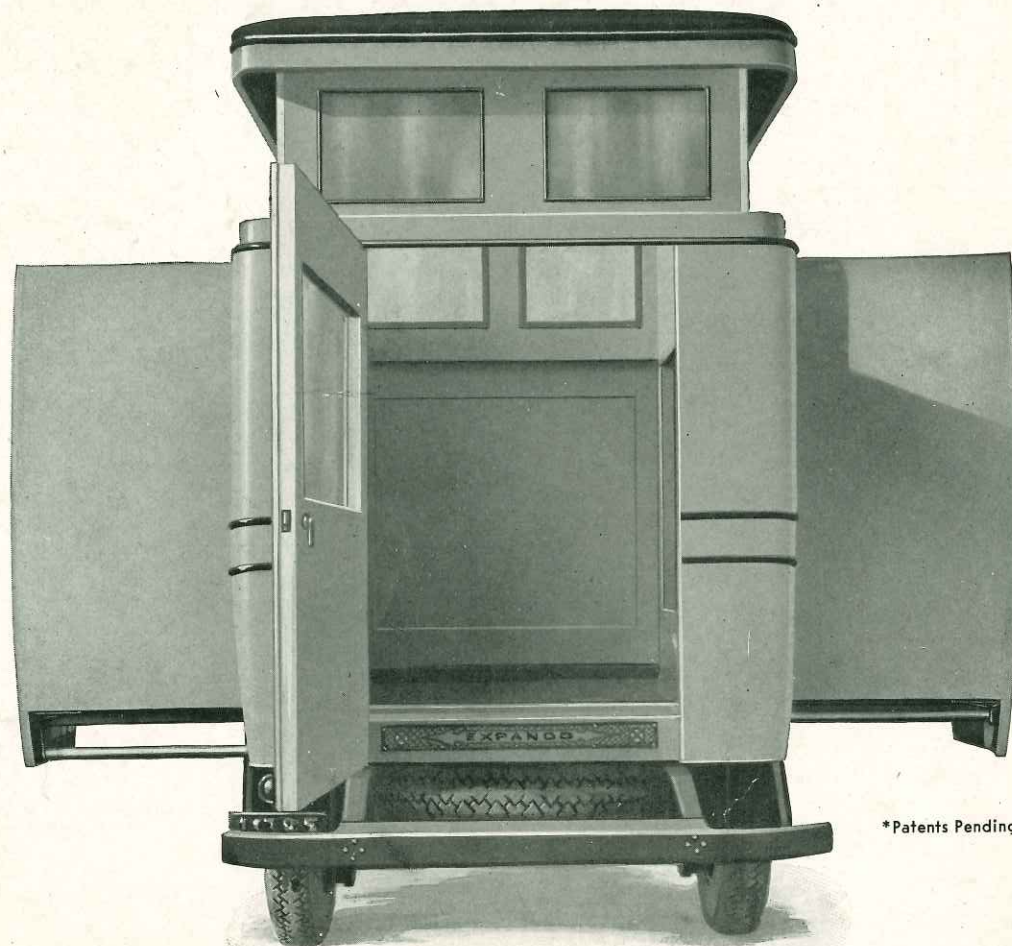
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EXPANDO^{*} SALESMOBILE

STANDARD
FENDER WIDTH



EXPANDS TO TWICE IT'S SIZE



*Patents Pending

A MODEL SALESROOM FOR YOUR PRODUCT AT THE BUYER'S DOOR

TO SALES EXECUTIVES

More Sales Less Cost to Sell

The Expando Salesmobile* method of intensive selling is proving highly profitable for many organizations regardless of their sales procedure and merchandising methods. How some of these companies are utilizing the Salesmobile is briefly told in the pages that follow.

The high efficiency of this method of selling is best understood when it is considered that the salesman's call, his appraisal of the customer's requirements, his recommendation and demonstration of the product all follow in rapid and logical sequence. The presentation is both thorough and complete and is thus effective in obtaining greater sales results.

The sales executive seeking a way to increase sales and at the same time cut selling costs may find the answer here.

YOUR PLANNED PRESENTATION IS CARRIED TO THE CUSTOMER

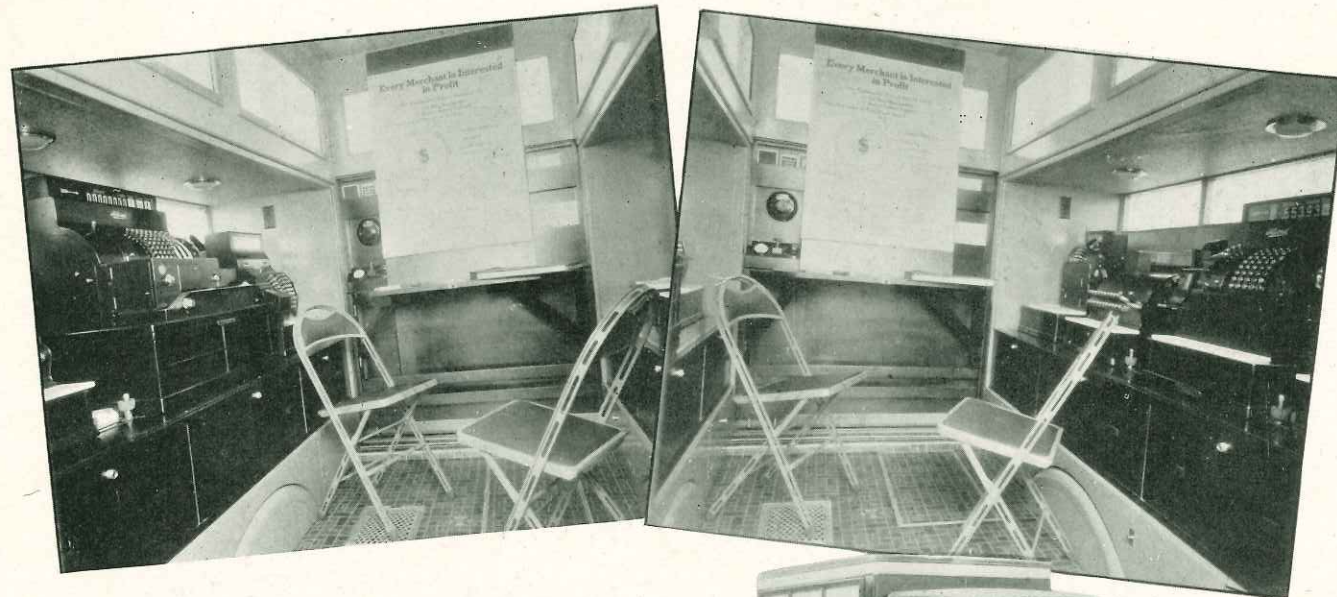


Electrical Appliances

The General Electric Supply Co. salesmen calling on dealers have found the Expando Salesmobile particularly effective in solving the very common physical problem of adequate display. The mobility of this salesroom makes it instantly available for any sales interview when and where it is wanted.

Although the Expando body accommodates a complete and representative stock of electrical appliances, the arrangement permits of giving special emphasis to new items and has therefore been effective in introducing new lines.

Reports on sales show increased volume and a wider coverage at a lower cost, which is especially appreciated in the present business depression.



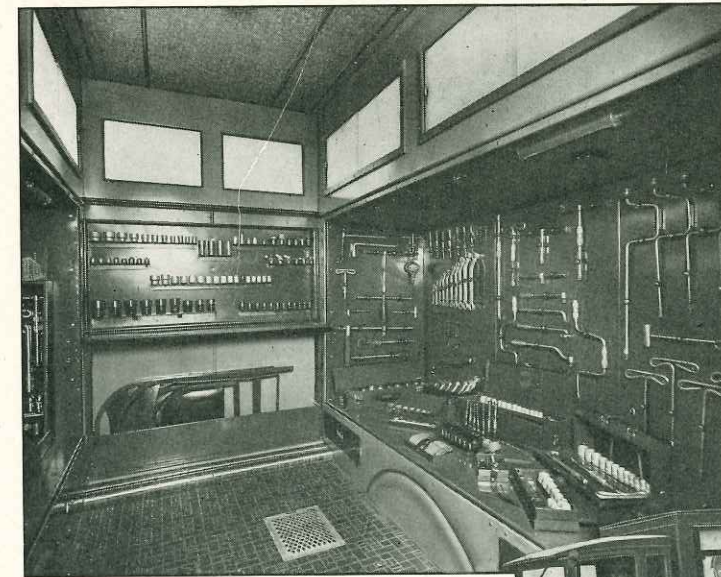
The National Cash Register Co., merchandising through branch houses to the consumer, has found the Salesmobile meets every sales requirement for creative selling. The thorough sales procedure, involving the carrying out of actual demonstrations, hastens the prospect's conception of how the item under consideration can be beneficially fitted into his office procedure and, consequently, less sales effort is required to close.

One of the sales agents of this company rents the Salesmobile to each of its salesmen in turn, at a per diem rate of \$7.50, and they are never idle. They say: "The more we use the Salesmobiles the more enthusiastic we become.—We believe the results gained are best shown by the fact that the salesmen are glad to pay the rental fee."

The Salesmobile simply replaces the salesman's car during the time he is using it. No other charge in the selling routine is involved.



Store and Office Equipment



Tools and Shop Equipment

Stevens-Walden, Inc., manufacturers of an extensive line of tools, sell direct to jobbers and their chief concern is in maintaining the good will of the jobber and in keeping the jobber's salesmen pushing their line. To this end they have used the Expando Salesmobile with marked success. Their salesmen work with the jobber's salesmen, demonstrating to them, with the aid of the Expando Salesmobile, just how sales are most effectively made to the retailer.

Stevens-Walden salesmen also sell direct to the consumer delivering the orders taken from garages and industrial shops through the distributor. This is found to be a very profitable method of creating consumer demand.

This procedure not only creates business for the jobber, hence also for Stevens-Walden, but it educates the jobber's salesmen and makes them boosters for the Stevens-Walden line.

A full line of tools is displayed in the Salesmobile and when it is in front of the retailer's place of business the jobber's salesman takes him into the Salesmobile, where there are no diverting disturbances or interruptions, and there, with the Stevens-Walden factory salesman, he views the entire line.

The result is that the merchant's stocks are filled in and the efficiency of the jobber's salesman is greatly enhanced.



Automotive Industries



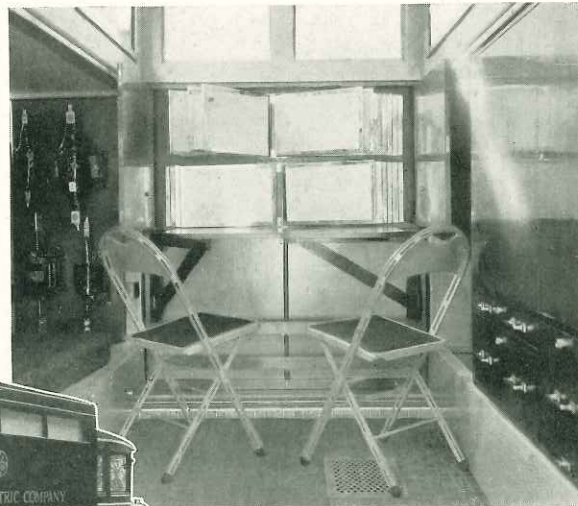
Dodge Brothers Corp. have organized a most thorough and effective plan for distributors parts and service departments in which the Salesmobile plays a very important part. To insure that all distributors maintain the same high standard of service and to stimulate the marketing of genuine Dodge parts and accessories this company makes effective use of the Expando Salesmobile for demonstration and educational purposes. By actual demonstration of sales procedure, using the Salesmobile as a sales room, gratifying results have been secured and the success of the plan has been so evident that Dodge Brothers will put additional units into service the first of the year.

Standardized selling and servicing methods has had its effect in marketing more parts and accessories and has, moreover, sold more new cars through the greater confidence in the company engendered in the customer.



EFFICIENCY OF EXPANDO SALESMOBILE AS A SALES STIMULATOR

Electrical Equipment



The General Electric Co. used the Expando Salesmobile as an Institutional Sales Exhibit. In the Salesmobile display room shown there are more than a hundred pieces of apparatus exhibited that are in common use in the electrical industry. The Salesmobile serves simply a missionary function, which develops a trade acceptance of its manufacturing facilities.

The products of the General Electric Co. are seldom replaced; once installed they are there for good. Moreover, they are frequently custom built on engineer's specifications to fit certain particular requirements. For this reason the approach is to designing engineers and executive heads of large organizations to demonstrate G. E. facilities.

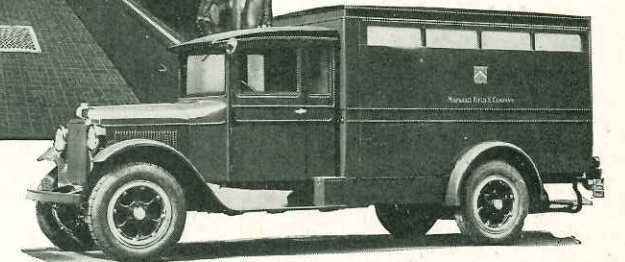
Marshall Field & Co. carries on their wholesale business by means of direct selling to retail merchants. To increase their coverage and volume of business at a reduced cost per sale they have made effective use of the Expando Salesmobile. Salesmen can make justifiable calls on merchants in small towns that would not previously justify the expense of time and sample rooms.

The success of this method of merchandising in one territory and for one department has been such that additional units have been added to the fleet to cover more territory with diversified lines from other departments.

Their salesmen are thoroughly equipped to do business.



Wholesale Dry Goods Manufacturers and Importers



Food Products

The H. J. Heinz Co., marketing its "57 Varieties" of pure food products direct to the larger retail accounts, has found sales greatly stimulated in territories where the Expando Salesmobile has been employed. The reason advanced for this increase is that the merchant is given an opportunity to inspect the entire line totally away from store traffic and interruptions where the salesman can make a thorough sales presentation.

The Expando Salesmobile, dignified in appearance, travels the highway with passenger car speed and comfort and, when parked convenient to the retailer's store, expands to meet sales office requirements.



Periodically this company makes a drive to get its entire line on retailers' shelves. Since using the Salesmobile this effort has been carried out with five times greater results. Less personnel, less time, less expense are results that accompany the use of the Salesmobile.

Concerning its application, the Heinz Co. says: "Our sales plan has remained unchanged—The presentation ability as made possible by the Expando has proven very successful and has enabled our operators to sell a very large proportion of interviews.

"All of these cars have been operated continuously—with almost equal success in every part of the country."

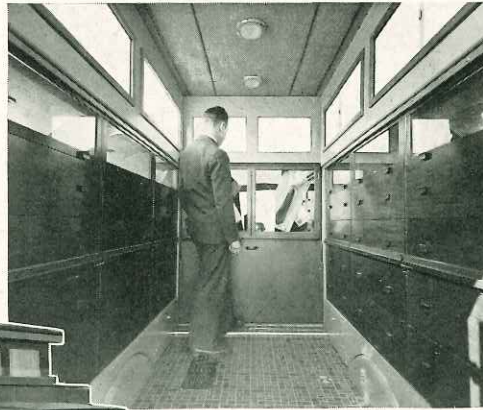


Illustrating the Salesroom Atmosphere and Capacity of the Smallest Body - Model S

GRIPS CUSTOMER'S ATTENTION — SALES MADE EASIER . . .

Haberdashery

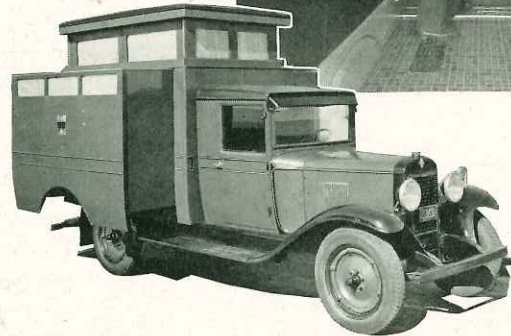
Wilson Bros., nationally known manufacturers of haberdashery and sports wear, market their extensive line of products direct to the retail dealer and large consumer. For them the Expando Salesmobile has eliminated the necessity of the salesman carrying around as much as eight trunks of samples. In the Salesmobile the COMPLETE line is carried and permanently set up as a unit display convenient to the merchant's store.



As regards the efficiency of the Salesmobile, Wilson Bros. say:

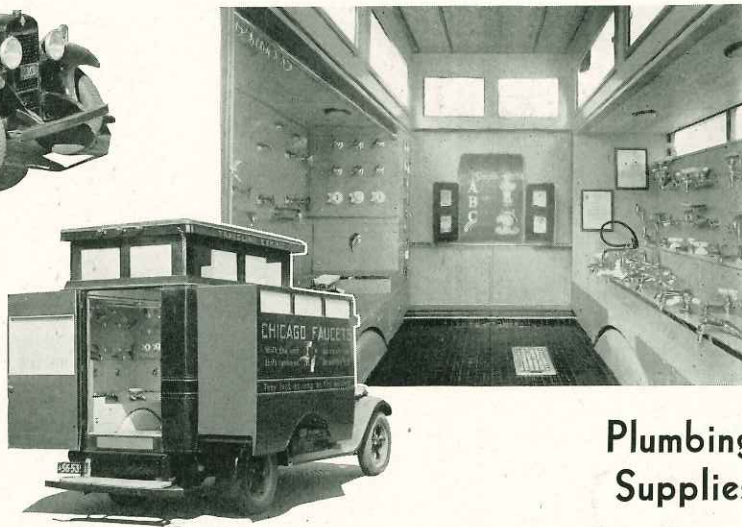
"The greatest benefits obtained by the use of our Expando Salesmobile are ready reception of the salesmen and the convenience, ease and speed with which all merchants can be shown. In a line which has extreme length, a merchant often tires before he is finished but the ease with which samples can be handled from these units facilitates the sale of minor items often neglected."

Since their first experience with the Salesmobile, Wilson Bros. have made several additions to their fleet and now cover the country getting new accounts and consistently adding new lines in stores previously handling only a few items.



Chicago Faucet Company distributes through jobbers and has secured outstanding results by rotating the Salesmobile equipped with a complete display of representative merchandise comprising this line.

During periods when building construction has been inactive, it has experienced no difficulty in keeping its salesmen, its distributors and distributors' salesmen productively at work, applying new and replacement faucets and fittings. The application of the Salesmobile uncovered a most satisfactory volume of business when this direct and thorough method was tried. Salesmen have had to work harder but more interestingly, energetically going after profitable business.



Plumbing Supplies

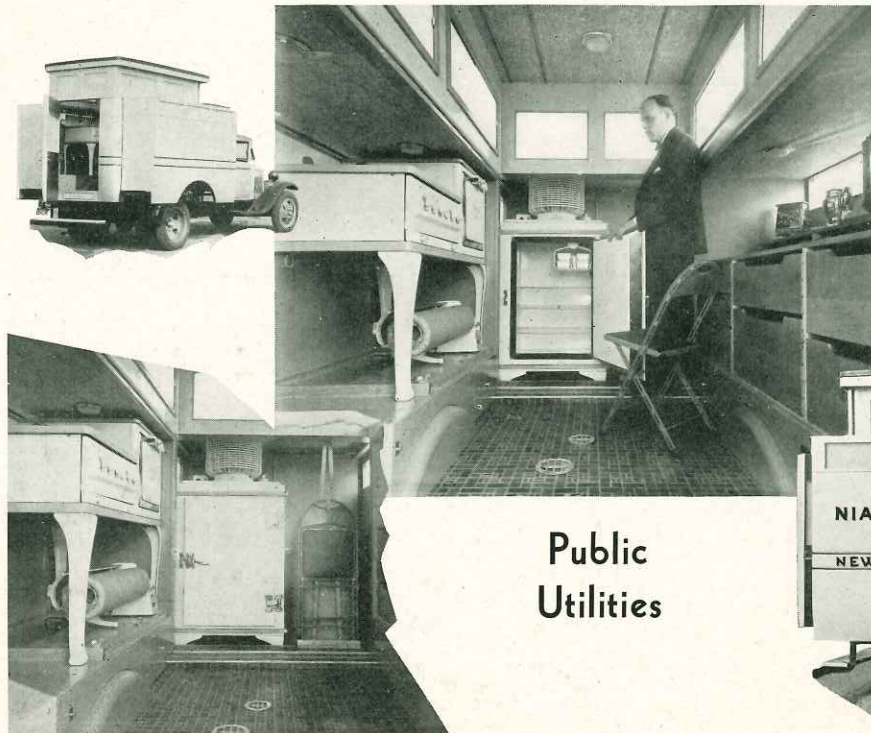
The New York Power & Light Corp., a division of the Niagara-Hudson Corp., is using the Expando Salesmobile with marked effect in marketing electrical appliances to its domestic consumers. The representative makes his call thoroughly equipped to display and demonstrate the appliances of his recommendation from first hand information of the consumers' needs.

"The Salesmobile appeals to the housewife is a very convenient way of making purchases of small electrical supplies."

"Many complimentary remarks have been made as to the display and the Salesmobile is viewed as a VERY PROGRESSIVE STEP by this company."

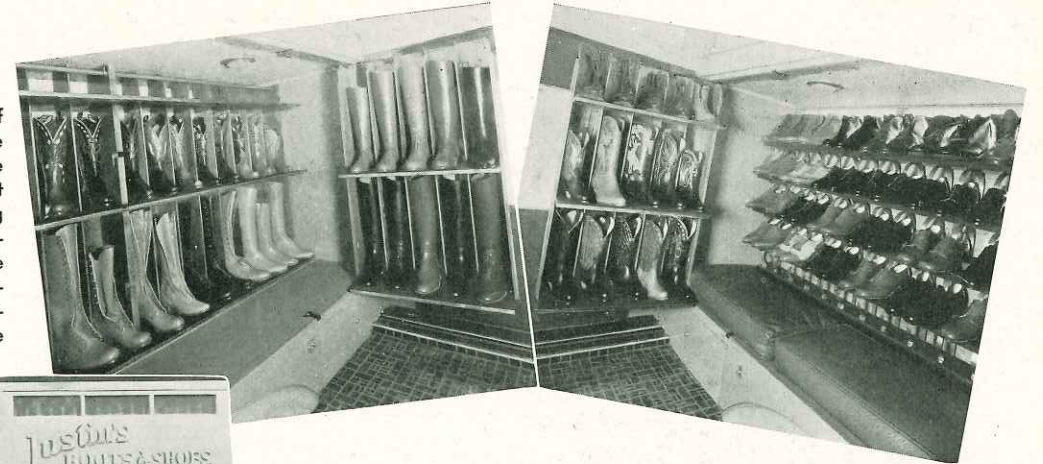


Public Utilities



Boots and Shoes

H. J. Justin & Sons, Inc., of Fort Worth, Tex., makers of fine boots and shoes, has found the Expando Salesmobile of great assistance to its salesmen calling on the retail trade. The Salesmobile supersedes the hotel sample room and is more effective because the display is always complete and most convenient to the store buyer.



The Chicago Mail Order Co. markets its merchandise direct to the consumer, principally of course through mail orders. It makes effective use of the Salesmobile, however, to obtain new customers. The Salesmobile, fitted to carry a representative line of merchandise, goes into a territory with a supply of catalogs and shows prospects the actual articles displayed in the catalog.

Through this method the company is winning many new high grade customers because select territories may be worked that will yield the desired type of clientele.



Mail Order



Wholesale Groceries

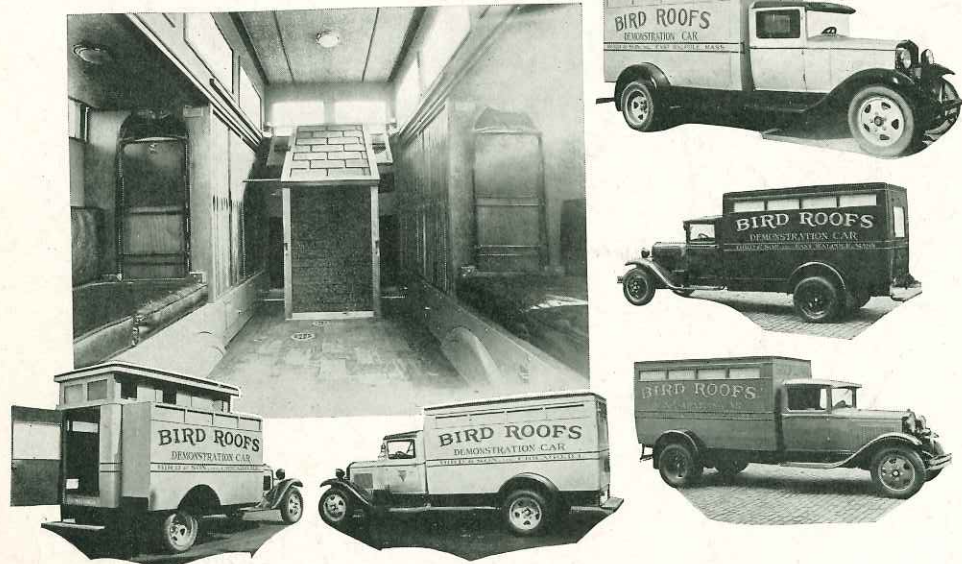
Reid, Murdock & Co. sells its large line of canned goods to the independent retail merchant, using a fleet of 7 Expando Salesmobiles for sales promotional and new account work. The standardized set-up, comprising a complete display, meets every need for sales service.

The attractive display embodying Reid Murdock's merchandising idea — "See it in glass — buy it in tins" — has resulted in gratifying increased volume.



SAVES SALESMEN'S TIME

Building Material



Bird & Son, manufacturers of roofing materials—marketing their products through distributors, utilize the Expando Salesmobile to demonstrate methods of application and sales procedure. With this equipment their salesmen are enabled to accomplish more in one in-

terview than had before been possible with several.

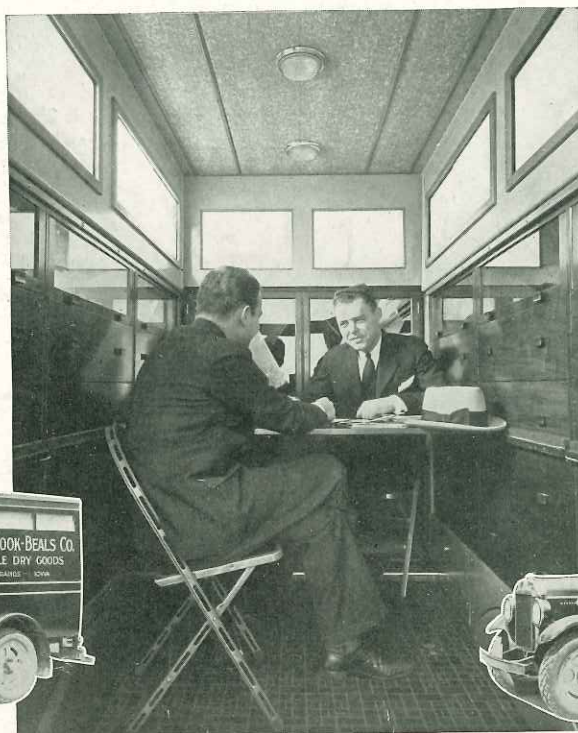
The Salesmobile provides an easy method of showing the correct application of their products that could not be accomplished by any other means.

More than 75 per cent of the firms using the Salesmobile have developed the application on a FLEET basis.

Welch-Cook-Beals Co., wholesalers dealing in dry goods, notions, furnishing goods, rugs, etc., is using the Expando Salesmobile with gratifying results contacting retail outlets.

The plan here is that each salesman in turn makes one trip over his entire territory with the Salesmobile. With it the salesman is given an opportunity to carry and show a complete line of merchandise, a thing that was impossible when he had only a sedan to carry his samples.

With the Expando the salesman is able to justify his name; he does not merely pick up "want lists," he is able to do a real job of constructive merchandising of his entire line.



The general application of the Salesmobile method of merchandising has proved itself during the depression period.

With this equipment now developed in model sizes for your requirements and in production it is immediately available for your own application.

Other industries, not illustrated, using the Expando Salesmobile include:

- Bakers
- Beverages
- Clothing
- Drug Sundries
- Hardware
- Paint
- Plated Ware
- Radio
- Sporting Goods

Wholesale Dry Goods

SAVES SALES EXPENSE



Manufacturing Confectioners

The Charms Co., makers of a nationally known line of candies, has had a most satisfactory experience with its Expando Salesmobile in merchandising to the jobber and in educational work with the retailer. The regular salesmen call upon regular trade with a planned sales presentation and secure an increased volume of business comprising complete line coverage. The method sells the salesman as well as the buyer. Pet items of the salesman no longer monopolize the sales consideration.

The dramatic and well planned sales presentation in the Salesmobile firmly establishes the company, the product and the merchandising plan.

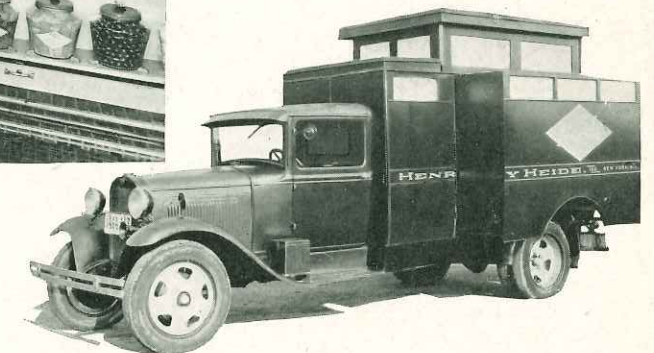
Additional units have been added to the fleet on the strength of the success of its first Salesmobile.



That Henry Heide, Inc., purchased additional equipment based on results of the first Salesmobile put in service, is without question the best possible endorsement that this method of merchandising produces results for the candy manufacturer or jobber.

The plan not only stimulates a better merchandising job on the part of a distributor but the economy of the plan proves it to be practical to carry the effort through to the outstanding dealer accounts, securing better territory coverage, more immediate volume and profit and it generally improves the entire sales situation, establishing higher sales expectancy, making territories more profitable.

"Making it easy to buy" is well exemplified in this use of the Salesmobile.



A manual with complete data
compiled for Sales Managers
will be mailed on request.

EXPANDO COMPANY
105 WEST / ADAMS STREET
Chicago